

Buy-In & Flow



Brain Structure & Technical Design

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A New Model for Human Action

- Applying New Information on the Brain
 - A torrent of new developments
 - New understanding of how we do projects
 - Breakthroughs in productivity and quality
- Only a Model
 - Not the "Truth"
 - New information emerging monthly



A Brief History ...

- Darwinian Evolution of the Brain
 - Punctuated equilibrium
 - On the savanna
 - The great Toba kill-Off
 - 75,000 B.C.; 10,000 survivors worldwide
- The Modular Brain
 - The modules we have; the ones we don't
 - Modules drive states-of-being
 - Ontology



Flow

- Optimal Experience
 - A state-of-being with focus and action
 - Called "in the zone" in sports
- Used for Design & Software
 - Critical to high productivity and morale
 - Does not guarantee quality
- Talent, Training, Environment, Challenge



Elements of Flow

- Doing-Your-Thing + Meditation
 - Great productivity + Freedom
 - Fun but unsatisfying + deeply satisfying
- Challenge
 - Not stress
 - Not boredom
- Work Environment Must Support Quality



Buy-In

- State-of-Being that Gets Projects Done!
 - Hear an idea; make it your own
 - Get in action for decades
- New Understanding
 - Access through language module
 - Specific, known steps
 - A teachable and learnable skill
 - Only seen in humans



Steps in Buy-In

- 1 Being Present
- 2 Inspiration
- 3 Image of Success
- 4 Speaking Commitment
- 5 Opportunity for Quick Action
- 6 Opportunity for Extended Action



Managing for Flow & Buy-In

- Support Quality with the Work Environment
 - Improvements must not be just stress
- Keep within the Challenge Box
- Maintain Image of Success
 - Invite people to buy into the project
 - Help people see they are succeeding
 - Reinforce their personal image



Avoid Pitfalls

- Alternative to Cynicism and Resignation
 - Just two other states-of-being
 - No action
 - Transfer to other states is easiest
- Buy-In Is Beyond Inspiration
 - Decades versus four weeks
 - Nourish the image of success
- Challenge Box
 - Manage stress



In Summary

- New Information
 - New opportunities for action
 - Enough to change the world
- The Information Is There
 - We only need to apply it
- I Invite You to Work This Model With Me



- Stanley, Children of the Ice Age
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